

Message Text

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E.O. 11652: N/A
TAGS: BEXP,BE
SUBJECT: COUNTRY COMMERCIAL PROGRAM -- FY 1976 SECOND QUARTER
REPORT

REF: CCP BELGIUM FY 1976

1. SUMMARY: ECONOMIC RECESSION IN BELGIUM MAY HAVE
BOTTOMED OUT DURING PERIOD COVERED BY REPORT RESULT OF
RECESSION HAS BEEN TO DISCOURAGE MOST EFFECTIVE IMPLEMENTATION
OF GENERAL COMMERCIAL PROMOTION EXCEPT IN CERTAIN AREAS.
EMBASSY HAS OBSERVED NEED TO REVIEW POTENTIAL TRADE
OPPORTUNITY LEADS IN ORDER TO WEED OUT MERE "FISHING
EXPEDITIONS". CATALOG SHOW FOR FOOD PROCESSING AND PACKAGING
WAS HIGHLIGHT OF SECOND QUARTER, WITH TRAVEL PROMOTION,
AVIONICS AND PROCESS CONTROL INSTRUMENTATION CAMPAIGNS
CLOSELY FOLLOWING. SECOND QUARTER CCP IS LARGELY ON
SCHEDULE. END SUMMARY.

2. CAMPAIGN NO. 1 - LABORATORY INSTRUMENTS: ON SCHEDULE.
HOWEVER, EMBASSY HAD RECOMMENDED THAT HEALTH CARE AND
MEDICAL EQUIPMENT BE SUBSTITUTED FOR LABORATORY INSTRUMENTS
DURING COURSE OF CCP FY 76 SINCE TRADE MISSION NOW SCHEDULED
THIS LATTER SUBJECT FOR MAY 1976. EMBASSY IS CURRENTLY
ENGAGED IN ACTIVE MARKET SURVEY OF MEDICAL AND HOSPITAL
EQUIPMENT IN ORDER MORE ADEQUATELY SERVE PROPOSED MISSION.
(COMMERCE DEPARTMENT SHOULD NOTE BRUSSELS 425 OF 15 JAN.
WHICH DESCRIBES POTENTIAL PROBLEMS INVOLVED IN IMPLEMENTATION
BY BELGIUM OF NEW EEC REGULATION FOR SALE OF US-ORIGIN LAB
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EQUIPMENT WITHIN EEC.)

3. CAMPAIGN NO. 2 - AVIONICS: PREEMINENT SIZE OF F-16
COPRODUCTION PROGRAM IS HEAVILY INFLUENCING THIS CAMPAIGN.
EMBASSY BUSINESS DEVELOPMENT DAY AT BRUSSELS FAIR INTERFAST 76
SUCCESSFULLY PROMOTED SMALL COMPONENTS TO BE USED IN
FABRICATION OF THIS MILITARY AIRCRAFT IN BELGIUM. ALL
MAJOR ELEMENTS OF BELGIAN AIRCRAFT INDUSTRY HAVE BEEN
VISITED PERSONALLY BY EMBASSY OFFICERS, AND BASIC SUBCONTRACTS
ARE DUE TO BE SIGNED DURING THIRD QUARTER OF CCP
REPORTING PERIOD. CAMPAIGN AHEAD OF SCHEDULE.

4. CAMPAIGN NO. 3 - POLLUTION CONTROL EQUIPMENT: AS REPORTED
BRUSSELS 9647, CAMPAIGN IS LAGGING BEHIND DUE TO RELUCTANCE
OF BELGIAN INDUSTRY TO UNDERTAKE ADDITIONAL AND COSTLY
MEASURES THIS FIELD. REDUCED T.O. TARGET IS ON SCHEDULE.

5. CAMPAIGN NO. 4 - FOOD PROCESSING AND PACKAGING EQUIPMENT:
ANTWERP CATALOG SHOW HELD 5-7 NOVEMBER WAS VERY SUCCESSFUL.
MAJOR SEGMENTS OF INDUSTRY ATTENDED SHOW AND RESPONDED
ENTHUSIASTICALLY. CAMPAIGN IS FAR AHEAD OF SCHEDULE.

6. CAMPAIGN NO. 5 - CONSUMER GOODS: EMBASSY IS CONTINUING
ACTIVE NEGOTIATIONS FOR FY 1977 IN-STORE PROMOTION WITH
SARMA-PENNEY LTD UNFORTUNATELY, WE HAVE AS YET BEEN UNABLE
TO TIE DOWN FIRM COMMITMENT FROM STORE. DURING QUARTER
COVERED BY CCP, GALERIES ANSPACH (SEARS HELD NEW "BUY USA"
CAMPAIGN WHICH SOTRE'S GENERAL MANAGER REPORTS WAS SUCCESSFUL.
EMBASSY HAS CONTINUED EXAMINE OTHER POSSIBLE OPTIONS FOR
CONSUMER GOODS PROMOTION, INCLUDING BICENTENNIAL-ORIENTED
EVENTS IN SHOPPING ARCADES AND POSSIBLE PREPARATION OF CATALOG
SHOW IN FY 77 BASED ON "DO-IT-YOURSELF" THEME.

7. CAMPAIGN NO. 6 - PROCESS CONTROL INSTRUMENTATION: ON
SCHEDULE.

8. CAMPAIGN NO. 7 - TRAVEL TO THE U.S.: IN ADDITION TO SEMINAR
FOR TRAVEL INDUSTRY ON EASTERN USA HELD IN EARLY OCTOBER,
VISIT USA COMMITTEE HAS GEARED UP FOR EFFICIENT DISTRIBUTION
OF TRAVEL LITERATURE BY USING FACILITIES OF THREE AIR
CARRIERS --SABENA, TWA AND PAN AM. COMMITTEE IS NOW PREPARING
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SEMINAR ON "INCENTIVE TRAVEL" SCHEDULED FOR THIRD QUARTER.
IN GENERAL, THIS CAMPAIGN IS PROCEEDING SATISFACTORILY EVEN

THOUGH IT IS REQUIRING MUCH HEAVIER ALLOCATION OF
PERSONNEL RESOURCES THAN ORIGINALLY EXPECTED. WITHOUT DIRECT
USTS SUPPORT AND FUNDING, OUR EFFORTS TO
ORGANIZE FAMILIARIZATION TOURS OF TRAVEL WRITERS AND AGENTS
MAY NOT SUCCEED. VISIT USA COMMITTEE IS NEVERTHELESS

CONTINUING TO ATTEMPT TO PUT TOGETHER SUCH TOURS,AND IN ADDITION INDIVIDUAL MEMBERS OF COMMITTEE ARE ORGANIZING FAMILIARIZATION TOURS.

9. CONCLUSIONS: EMBASSY FINDING WORK-LOAD IN COMMERCIAL FIELD NOT ANTICIPATED WHEN CCP DEVELOPED MAKING SUBSTANTIAL DEMANDS ON EMBASSY COMMERCIAL RESOURCES. FOR EXAMPLE, STATE OFFICES IN BRUSSELS ARE INCREASING THEIR TRADE PROMOTION EFFORTS AND NUMBER OF STATE OFFICES IN BRUSSELS CONTINUES TO GROW WITH PLANNED ADDITION OF STATE OF ARKANSAS AND NEW ENGLAND STATES REGIONAL COUNCIL. THESE OFFICES CALL ON EMBASSY FOR TYPE OF ASSISTANCE TO WHICH EMBASSY MUST BE RESPONSIVE IN LINE WITH OUR TRADE PROMOTION PROGRAM.ANOTHER PROGRAM REQUIRING SUBSTANTIAL EMBASSY ICPUT IS VISIT USA COMMITTEE SINCE COOPERATION FRM PRIVATE INDUSTRY HAS BEEN LIMITED AND CONSIDERABLE ADMINISTRATIVE AND COORDINATING ROLE IS BEING HANDLED BY ONE COMMERCIAL OFFICER IN VIEW NEED FOR FLEXIBILITY TO TAKE ADVANTAGE OF PROMOTIONAL POSSIBILITIES SUCH AS TRADE MISSIONS AND CATALOG SHOWS COMING TO EUROPE (EVEN IF NOT AMONG SUBJECTS INCORPORATED IN CCP DRAFTED YEAR OR MORE AHEAD OF TIME), WE ARE APPRECIATIVE OF COMMERCE WILLINGNESS TO ACCOMMODATE SIGNIFICANT ALTERATIONS OF PROGRAM,
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